

MEDIA ADVISORY



Komen Florida Suncoast Race for the Cure® Date Announced

Raise awareness and funds for the fight against breast cancer

Breast cancer takes a woman's life every thirteen minutes, and every three minutes another woman is diagnosed. Join the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation in the fight against this devastating disease on Saturday, October 7, 2006, for the annual Komen Florida Suncoast Race for the Cure®!

The Komen Florida Suncoast Race for the Cure® is honored to have Scott Komen, Susan G. Komen's son, as the 2006 honorary chair. The goal for this year's race is 15,000 participants raising at least \$1 million, 75 percent of which will directly benefit our community. The funds raised will support a variety of Suncoast programs including breast health education, clinical breast exams, screening mammography, diagnostic evaluations and treatment. Komen national will use the remaining funds to support breast cancer research.

The Komen Florida Suncoast Race for the Cure® is an event for all ages and fitness levels. A competitive 5K race and a 5K walk along the beautiful waterfront and through historic Northeast St. Petersburg as well as a one-mile Fun Run/Walk allow for all ages and fitness levels to participate. Bring the kids for the Kids for the Cure® race for children aged 10 and younger and other children's events.

The annual Komen Florida Suncoast Race for the Cure® is an affiliate of one of the best-known fundraising events in the world, the Komen Race for the Cure® Series. Since being established in 1983, the Race for the Cure® has become the largest series of 5K runs/fitness walks in the world. What began with a single race has grown to include more than 100 annual races, run by more than one million participants worldwide.

For more information, and to register for the 8th annual Komen Florida Suncoast Race for the Cure® visit www.KomenSuncoast.com. To learn more about the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation, please visit www.KomenSuncoast.com.

When: Saturday, October 7, 2006
- Events and late registration begin at 6:00 a.m.
- Komen Florida Suncoast Race for the Cure® begins at 8:00 a.m.
- Celebrate life with hundreds of breast cancer survivors following the Komen Florida Suncoast Race for the Cure®

Where: Vinoy Park, St. Petersburg, Fla.

Contact: Missy Hurley, 813.978.1992 ext. 227, missy@alliancecommunications.net